

Editorial

Building a communicational leadership has a special impact within a corporation. Challenging an even higher competitiveness, only those organizations capable to establish deep bonds with their stakeholders (already interconnected and using information and communication technologies globally and regularly) could stand out and differentiate from the rest, acquiring a sustainable and valuable reputation in the market.

In this context, Public Relations become a discipline capable to build and spread leadership based upon the values, philosophy and history of the organization. As dynamic and disseminating agents of corporate culture, PR practitioners are called to motivate, inspire and therefore, lead the diverse publics making use of their empathy and communicational influence.

A PR practitioner from our times is required to act as a facilitator, a sort of multidisciplinary guide in charge of interpreting messages conveniently. This professional shall be capable to manage and optimize the internal and external channels of communication of the organization, mainly in this decade of huge impact of social media.

Following the closing of the last edition of the World Congress of Public Relations (carried out by IPRA in Johannesburg, South Africa) a message is emphasized: the imperative need to build a more sustainable and transformational leadership, aligned to the requirements of the stakeholders; aimed at communicating properly and accurately the organizational reality to build trust and make possible a genuine integration.

Amybel Sánchez de Walther, *PhD.*

*Director of Communication Sciences Research Institute
Faculty of Communication Sciences, Tourism and Psychology - USMP*